

## ORDER



Orders	Order / Rev:	712032
	Alt Order #:	06307092
	Product Desc:	DSCC-IE
	Estimate:	1705
	Flight Dates:	09/12/12 - 09/14/12
	Original Date / Rev:	09/07/12 / 09/07/12
	Order Type:	Political

	<b>WKYC</b>
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Great American Media/ POL</b>
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave. NW, Ste. 800
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Democratic Senate Campaign Comm.
	Demographic:	A35+
	Product Codes:	IS-Issue/Non
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	17	\$32,350.00	\$27,497.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$32,350.00	\$27,497.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$32,350.00</b>	<b>\$27,497.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WKYC	23%	\$32,350.00
Market	100%	\$140,652.17

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	35%	\$49,228.26
WJW	26%	\$36,569.57
WOIO	15%	\$21,097.83
WUAB	1%	\$1,406.52

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--WTF--		1		\$1,500.00		0.00					
E 2	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	--WTF--		2		\$450.00		0.00					
E 3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
DOCTORS															

Order / Rev: 712032  
 Alt Order #: 06307092  
 Flight Dates: 09/12/12 - 09/14/12

Advertiser: Democratic Senate Campaign Comm.  
 Product Desc: DSCC-IE  
 Estimate: 1705

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$650.00		0.00						
E 4	WKYC	09/12/12	09/14/12	Early Today Early Today	CM	4a-430a	--WTF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$100.00		0.00						
E 5	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$800.00		0.00						
E 6	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$1,400.00		0.00						
E 7	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$2,500.00		0.00						
E 8	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH3 NEWS @ 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$3,000.00		0.00						
E 9	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$2,500.00		0.00						
E 10	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$800.00		0.00						
E 11	WKYC	09/12/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$3,500.00		0.00						
E 12	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$3,000.00		0.00						
E 13	WKYC	09/12/12	09/12/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$7,000.00		0.00						
													Totals	17	\$32,350.00